

**REMARKS**

The Office Action of May 3, 2004 has been received and its contents reviewed. Applicant would like to thank the Examiner for the consideration given to the above-identified application as well as for the time provided to conduct a personal interview with the undersigned regarding the present application on July 30, 2004. The personal interview discussed prior art (Hudetz) applied in the Office Action of May 3, 2004.

By this Amendment, claims 1, 3-5, 7, 8, 14, 16, 17, 19-37, 39, 41-47 and 57 have been amended and claims 2, 13 and 56 have been cancelled. Accordingly, claims 1, 3-12, 14-55 and 57-67 are pending for consideration, of which claims 1 and 45 are independent. By the actions above and the remarks below, Applicants respectfully request reconsideration and allowance of all the pending claims.

On page 2 of the Office Action, claims 6-8 and 47 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for various reasons. Applicant has amended the claims to correct these inconsistencies. Specifically, with regard to claim 6, independent claim 1 has been amended to ensure proper antecedent basis for "said portable client device." Additionally, with regard to claims 7 and 8, the dependency of each claim has been amended to ensure proper antecedence is present for "said local communications channel." Finally, with regard to claim 47, the phrase "or a separate content" has been amended to state "or a separate content server" to clarify the claim. Accordingly, Applicant respectfully requests reconsideration and withdrawal of the rejections.

On page 3 of the Office Action, claims 1-5, 9, 13, 14, 16-18, 45-49, 52, 56, 57, 59, 60, 62, 63 and 67 have been rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 5,978,773 to Hudetz et al. (hereinafter "Hudetz"). Additionally, claims 6-8, 10-12, 19-43, 50, 51, 53-55, 61 and 64-66 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Hudetz. Also, claims 15 and 58 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hudetz in view of U.S. Publication No. 2002/0065728 to Ogasawara. In view of the amendments provided above and the comments to follow, Applicant respectfully traverses these rejections.

The Hudetz patent is directed to a system and method for using identification codes found on ordinary articles of commerce to access remote computers on a network. In Hudetz,

to access an Internet resource relating to a particular product, a user enters the product's UPC symbol manually, by swiping a bar code reader over the UPC symbol, or via other suitable input means. The database retrieves the URL corresponding to the UPC code. This location information is then used to access the desired resource (See Abstract).

The present invention, on the other hand, is directed to, in one exemplary embodiment, a computer architecture for providing a bridge between tangible media and computer media. The computer architecture includes a bridge server computer system including a database and a server control program. Also, a portable client device is provided that includes a bridge control program and an input device. The portable client device is adapted to receive and store bridge codes associated with tangible media objects entered via the input device. The architecture also includes a communications channel coupling the bridge server computer system and the client device to download the previously stored bridge codes from the client device to the bridge server computer system. The server control program is operative to query the database based on the bridge code, to display a link to computer media on a client computer system that is different from the portable client device, wherein the link corresponds to a bridge code and, upon activation of the link, to execute action commands contained in the database in correspondence to the bridge code associated with the link. The present invention is also set forth in a similar method for bridging tangible media and computer media. Applicant respectfully submits that the Hudetz patent does not teach or suggest each and every feature of the claimed invention.

For example, as now recited in independent claim 1, the claimed computer architecture includes "a portable client device, including a bridge control program and an input device, said portable client device adapted to receive and store bridge codes associated with tangible media objects entered via the input device" On the other hand, Applicants submit that Hudetz does not show such a device. Instead, Hudetz employs an input device 44 (illustrated as a wand type bar code reader) that conveys UPC codes to a local host 28 (illustrated as a desktop computer).

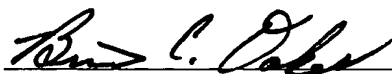
Additionally, as now recited in independent claim 1, the server control program of the bridge server computer system is operative "to display a link to computer media on a client computer system that is different from said portable client device, wherein the link corresponds to a bridge code" On the other hand, Applicant submits that the Hudetz patent

does not disclose such an ability. The only display Hudetz discloses is associated with the local host 28. Thus, even if one were to interpret the portable client device, as currently recited in the claims of the present application, to be taught by the local host and associated display 52 of Hudetz, then the ability to “display a link to computer media on a client computer system that is different from said portable client device” is certainly not disclosed or even suggested by the Hudetz patent.

Additionally, Applicant submits that dependent claims 3-12 and 14-44 are allowable for at least the same reasons described above with regard to independent claim 1 as well as for reasons of their own. Similarly, independent claim 45 and associated dependent claims 46-55 and 57-67 are allowable for similar reasons as described above with regard to independent claim 1. Accordingly, for these reasons, Applicant respectfully requests reconsideration and withdrawal of the outstanding art rejection.

While the present application is now believed to be in condition for allowance, should the Examiner find some issue to remain unresolved, or should any new issues arise which could be eliminated through discussions with Applicants’ representative, then the Examiner is invited to contact the undersigned by telephone in order that the further prosecution of this application can thereby be expedited.

Respectfully submitted,



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